

PLAN

► YOUR LIFE ◄

C4D Campaign in Honduras

WHAT IS C4D?

IOM, through the *Regional Migration Program: Mesoamerica - The Caribbean*, implements a Communication for Development campaign in communities of origin, transit and destination of migrants. The goal is to generate participatory processes in which communication tools and activities are used to promote behavioral changes that drive social development.

FIRST STEPS

ANALYSIS

Prior consultations and a base investigation with

499 SURVEYS

were conducted in San Pedro Sula.

STRATEGIC DESIGN

The strategic design was built in conjunction with over

30 LOCAL PARTNERS.

DEVELOPMENT

Product development was carried out in a participatory process validated by the target audience.

CHECK OUT THE CAMPAIGN: PLAN YOUR LIFE

AUDIENCE

Potential Honduran migrants between 18 and 25 years old.

OBJECTIVE

To generate reflection in the target audience about their life plans, so that they get informed about the available alternatives to irregular migration.

CALL TO ACTION

And you, haven't decided yet?

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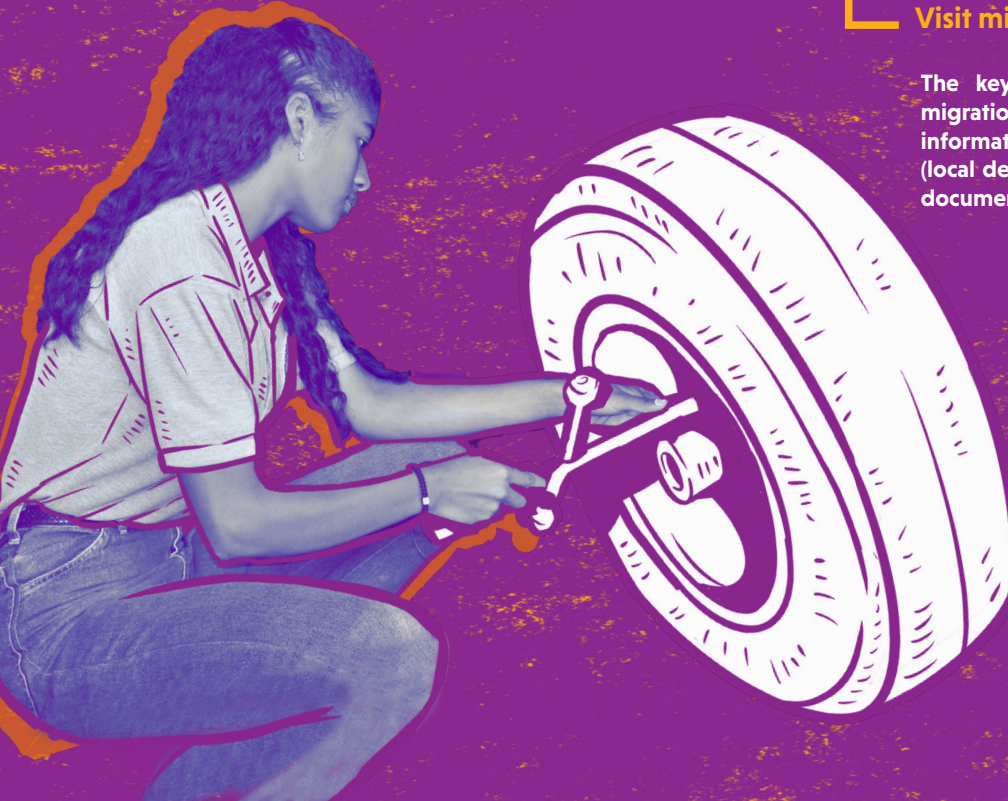
KEY MESSAGE

Visit migrantinfo.iom.int/hn

The key message leads the audience to enter the migration portal: migrantinfo.iom.int/hn to find information on alternatives to irregular migration (local development options and their requirements, and documentation to migrate safely).

DESIRED CHANGE OF BEHAVIOR

That the target audience be aware of the existence of a web page, the information points that exist to obtain information on local development options and the requirements to migrate safely.



AUDIOVISUAL CONCEPT



RAP VIDEO: "DERRIBANDO MUROS"

The music video tells the success story of a young man from Cofradía who had a difficult childhood, with a brother who migrated to the North and a disintegrated family. He couldn't find which path to take, until he finally joined a youth organization and managed to create his own business in his community.

The song highlights the importance of young people informing themselves before making decisions about their lives and thus being able to succeed.

STRATEGY



- ◆ The song "Derribando Muros" was written based on interviews and focus groups made to more than 15 young people in San Pedro Sula and Cofradía. It's a fictional story created from many real stories.
- ◆ The key message will be spread through communication materials for digital and mass media, along with community activities. These include the music video "Derribando Muros".
- ◆ The key message leads the audience to migrantinfo.iom.int/hn to seek information on local alternatives to irregular migration and requirements to migrate safely.
- ◆ If the main public prefers to receive information in person they can locate the nearest "Information Point".
- ◆ IOM, in partnership with the National Institute of Migration, has trained the staff of the "Information Points" with validated information.

Do you want your company or organization
to be part of the campaign?

Contact us at
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